
PANEL MEMORANDUM

McKinsey & Company – World Bank Group

Charting Our Water Future: Official Report Launch Plenary

Monday, November 23, 2009

Date & Time:

Monday, November 23, 2009

2:30-5:00 PM ET

Location

The World Bank Group

Preston Auditorium

1818 H Street, NW

Washington, DC 20433

Speaking Time

Please arrive no later than 3:00 PM ET, 30 minutes prior to your scheduled speaking time. **Douglas Weiss** will greet you at the registration table and show you into the panelist green room, where you can meet with the moderator and fellow panelists.

Stage Details

At 3:25, five minutes before your panel is slated to begin, you will be escorted to the auditorium. An A/V technician with the World Bank will assist you in attaching your wireless lavalier microphone before you are escorted on stage.

McKinsey Event coordinators

Denielle Sachs, 202.253.2229, denielle_sachs@mckinsey.com

Douglas Weiss, 312.590.2533, douglas_weiss@mckinsey.com

Event Overview

The Water Resources Group will publicly launch the findings of more than 15 months of research that has culminated in its report: *Charting Our Water Future*. The afternoon plenary will feature a welcome address from World Bank President, Robert Zoellick, a presentation of findings from the McKinsey team, and a panel of distinguished experts. It will serve not only to introduce the public to the work of the Water Resources Group, but act as a catalyst to drive constructive dialogue amongst the world's decision makers on water resource issues.

Attendees

The audience for the public launch of the report will be comprised of 200-300 thought-leaders on the issues of water security, and its many intersections with natural resources, the environment, economic development, and food security. We will be bringing together those from across the public, private and social sectors.

Plenary Agenda

- 2:00 pm Attendee arrival and registration; coffee/snack reception
- 2:30 pm Kick off video
- 2:35 pm Introductory remarks by Robert Zoellick, President, World Bank Group
Introduced by Bruce Moats, Director Corporate Relations, IFC
- 2:50 pm High-level presentation of findings of the report, Martin Stuchtey and Giulio Boccaletti, McKinsey & Company
Introduced by Usha Rao-Monari, Senior Manager, Infrastructure Department, IFC
- 3:10 pm Keynote address: Hillary Rodham Clinton (invited)
Introduced by Lars Thunell, CEO, IFC
- 3:27 pm Sponsor CEO video on panel themes
- 3:30 pm Cross-Sector Panel: The Way Forward: Charting Our Water Future
Introduced by Bruce Moats, Director Corporate Relations, IFC
Moderated by: Clive Crook, Chief Columnist, *Financial Times*
Featuring Panelists:
- Michael Mack, CEO, Syngenta
 - Bruce Babbitt, Chairman, WWF
 - Heiner Markhoff, CEO, GE Water
 - Jerson Kelman, Founding President, National Water Agency, Brazil
 - John Briscoe, Director, Water Security Initiative, Harvard University
- 4:15 pm Moderator opens the discussion to questions from the audience
- 4:45 pm Closing remarks by Lars Thunell, CEO, IFC

Panel Details: “The Way Forward: Charting Our Water Future”

Moderator: Clive Crook, Chief Columnist, *Financial Times*

Participants:

- Michael Mack, CEO, Syngenta
- Bruce Babbitt, Chairman, WWF
- Heiner Markhoff, CEO, GE Water
- Jerson Kelman, Founding President, National Water Agency, Brazil
- John Briscoe, Director, Water Security Initiative, Harvard University

Brief on the Report

The Water Resources Group developed this report to contribute new insights to the increasingly critical issue of water resource scarcity. The group aimed to create an integrated fact base with the ultimate goal of advancing solution-driven dialogue among stakeholders. If no action is taken, competition for scarce water resources will become a critical threat to the future economic and social development of nations. Through this project, we have come to better understand the water gap that we will face in the coming years, and more importantly, what levers exist, and at what cost, to close this gap.

Panel Overview and Sample Questions

The panel discussion hopes to build on the findings of the report, and to focus the discussion on the way forward – can and how can the findings be used to catalyze change? What exactly does change look like, and How can the global community of stakeholders come together to mobilize action on the issue of water scarcity? What role do different stakeholders play across different sectors and across the varied industries impacted?

Panel Format

The panel will be a moderated question and answer session, with no prepared remarks. The moderator will lead the panel questioning for the first 45 minutes, and will turn to the audience for questions for the final 30 minutes.

Panel Moderator

Clive Crook, Chief Columnist, *Financial Times*



- Chief Washington Affairs Commentator and member of the editorial board for the *Financial Times*; Senior Editor of *The Atlantic*; Columnist and frequent contributor at *National Journal*;
- Writing covers a wide range of topics: economics, energy, health care, business affairs, and U.S. and global politics
- Spent 22 years at *The Economist* where he served as the economics correspondent; Washington D.C. correspondent; economics editor and principal editorial-writer on economic policy; deputy editor of the entire periodical
- Educated at Magdalen College, Oxford and the London School of Economics
- After his studies, he worked as an official in Her Majesty's Treasury

Panel Participants

Bruce Babbitt, Director Emeritus, WWF



- Director Emeritus; former Chairman of the Board
- Served as Secretary of the Interior from 1993-2001: actively worked to protect areas of natural wilderness and protect water basins; effectively passed legislation protecting the Everglades, California Desert, and forests in Pacific Northwest
- Elected Arizona's governor from 1978-1987 where he brought environmental and resource management to the forefront in Arizona; created Arizona Department of Water Resources and the Arizona Department of Environmental Quality to help protect natural resources
- Earned his undergraduate degree at the University of Notre Dame, his Masters degree in geophysics from the University of Newcastle, and a JD from Harvard Law School

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John Briscoe, Director, Water Security Initiative, Harvard University



- Director of the Water Security Initiative; Professor of the Practice of Environmental Health, SPH; Gordon McKay Professor of the Practice of Environmental Health, SEAS
- Served for more than 20 years in the World Bank, concentrating on issues around water security globally, most recently as the Senior Water Advisor, as well as the World Bank's program with Brazil, most recently as the country director for Brazil
- Worked as an engineer in the water agencies of South Africa & Mozambique; epidemiologist at the Cholera Research Center in Bangladesh; professor of water resources at the University of North Carolina
- Will be the first Natural Resource Fellow of the Council on Foreign Relations
- Earned his undergraduate degree in civil engineering from the University of Cape Town and his Ph.D. in Environmental Engineering from Harvard University

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Jerson Kelman, Founding President, National Water Agency, Brazil



- Professor of water resources at COPPE since 1976
- Founding President of the Brazilian National Water Agency (2000-2005); contributed to shaping the current Brazilian Water Resources Law and to implementing the institutional capability to enforce it
- Director General of the National Regulatory Agency for the Power Sector (2005-2009)
- Former board member of the Brazilian National Council of Energy Planning, the Brazilian Environment Council, the Brazilian Water Resources Council and of the UNESCO-IHE Institute for Water Education
- Earned his undergraduate degree in civil engineering and Masters in hydraulics from the Federal University of Rio de Janeiro and his doctorate in hydrology and water resources from Colorado State University

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Michael Mack, CEO, Syngenta



- Since 2008, CEO of one of the leading innovators in agribusiness around the world which aims to maximize the efficiency of the agricultural process; part of partner organization within World Resources Group
- Prior to being selected as CEO, Mike was Chief Operating Officer of Seeds, (2004-2007) and Head of Crop Protection NAFTA region (2002-2004)
- Prior to joining Syngenta, was the President of the Global Paper Division of Imerys SA, a French mining company, as well as Executive Director of the Board; previous to this he held various positions at Mead Corporation
- Earned his undergraduate degree in economics from Kalamazoo College and his MBA from Harvard University

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Heiner Markhoff, President & CEO, GE Water



- President of GE Water & Process Technologies
- Has over 15 years of experience within GE with extensive international business experience after first joining GE's Corporate Business Development Team
- Has held positions throughout GE's Silicones and Plastics divisions: marketing manager for GE silicones and then as leader as the newly developed of GE Bayer Silicones (1995-1999); general manager-automotive for GE Plastics Americas (2000-2001); CEO of GE Bayer Silicones (2002-2006); President of GE Plastics Europe (2006-2008)
- Before starting at GE was a strategy consultant with Booz Allen & Hamilton
- Studied economics at the University of Münster & completed his degree in business administration at the University of Köln.